

Message Text

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FM AMCONSUL LAHORE

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AMEMBASSY ISLAMABAD

AMCONSUL KARACHI

AMCONSUL PESHAWAR

UNCLAS LAHORE 0270

E.O. 11652: N/A

TAGS: BEXP, PK

SUBJECT: TEXTILE MACHINERY AND EQUIPMENT CATALOG SHOW -
LYALLPUR AND LAHORE

REFERENCE: STATE A-9166, SEPTEMBER 9, 1972

1. TEXTILE MACHINERY AND EQUIPMENT CATALOG SHOW TOOK PLACE AT
WEST PAKISTAN COLLEGE OF TEXTILE TECHNOLOGY, LYALLPUR, ON
FEBRUARY 7 (INAUGURAL RECEPTION), 8, 9, AND 10.

A. U.S. FIRMS SUPPLYING CATALOGS	88
B. U.S. FIRMS WITH REPRESENTATIVES IN PAKISTAN	19
C. U.S. FIRMS SEEKING REPRESENTATIVES IN PAKISTAN	35
D. TOTAL VISITORS TO EXHIBITION	275
E. BUSINESS VISITORS	75
F. TOTAL VISITORS WHO FILLED OUT REGISTRATION FORMS	160
G. BUSINESS VISITORS WHO FILLED OUT VISITORS REGISTRATION FORMS	32
H. TRADE LEADS DEVELOPED (TAKING INTO ACCOUNT BUSINESS VISITORS ONLY)	384
I. NUMBER OF U.S. FIRMS WHOSE CATWLOGS WERE REQUESTED (TAKING INTO ACCOUNT UNCLASSIFIED	

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BUSINESS VISITORS ONLY) 104

J. TRADE INQUIRIES NOT REGISTERED 30

2. CATALOG SHOW WAS ALSO HELD AT AMERICAN CENTER, LAHORE ON FEBRUARY 13 (INAUGURAL RECEPTION), 14, 15 AND 16. INAUGURAL SESSION COINCIDED WITH INTRODUCTION OF U.S. SPECIALIZED TEXTILE MACHINERY AND EQUIPMENT TRADE MISSION.

A. U.S. FIRMS SUPPLYING CATALOGS 91

B. U.S. FIRMS WITH REPRESENTATIVES IN
PAKISTAN 22

C. U.S. FIRMS SEEKING REPRESENTATIVES
IN PAKISTAN 35

D. TOTAL VISITORS TO EXHIBITION 575

E. BUSINESS VISITORS 348

F. TOTAL VISITORS WHO FILLED OUT
REGISTRATION FORMS 86

G. BUSINESS VISITORS WHO FILLED OUT
REGISTRATION FORMS 79

H. TRADE LEADS DEVELOPED (BUSINESS ONLY) 643

I. NUMBER OF FIRMS WHOSE CATALOGS WERE
REQUESTED 117

J. TRADE INQUIRIES NOT REGISTERED 163

3. POST EXPECT TO DEVELOP MORE TRADE LEADS FROM VISITORS WHO WILL BE RETURNING REGISTRATION FORMS DURING NEXT FEW WEEKS.

4. EXHIBITION RECEIVED GOOD PRESS COVERAGE BY LAHORE PRESS.

5. ALTHOUGH IN LYALLPUR MAJORITY OF VISITORS WERE STUDENTS OF TEXTILE TECHNOLOGY, INTEREST OF BUSINESSMEN WHO ATTENDED WAS SHARP AND MADE SHOW SUCCESS. ENTHUSIASM AT LAHORE EXHIBIT PROVED THAT PUNJAB IS GOOD POTENTIAL MARKET FOR INCREASED SALES OF TEXTILE MACHINERY.

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